

Product Idea to Product Success – Instructor’s Guide

Dear Professor,

Welcome to the ***Product Idea to Product Success Instructor’s Guide***. I have created a 15 week syllabus based on the experiences of professors using this book.

Each week, the book *Product Idea to Product Success* takes students step-by-step through the entire process of idea generation, testing for marketability, planning, developing, and launching the product idea. By the end of the semester, students should be well equipped to complete and turn in a product plan and make a presentation.

In addition, there are forms within the book which can be used as homework assignments. These same forms are optionally available as MS Word and Excel files (CD or download). The templates include fill in the blank exercises, checklists, and interactive spreadsheets.

Best regards,

Matthew Yubas

Week	Reading Topics	Assignments
1	Part One: Getting Started Chapter 1: New Product Ideas Chapter 2: Your Roadmap to Success Chapter 3: Product Failure and Success Chapter 4: Protecting Your Idea Chapter 5: Licensing Your Idea	
2	Part Two: Marketability Chapter 6: The Role of Product Marketing Chapter 7: At What Stage is Your Idea? Chapter 8: Simplified New Idea Process	Idea Assessment
3	Chapter 9: Step One - Flesh Out Your Idea	Idea Description Similar Products Benefits, Features, and Advantages Profit Potential
4	Appendix A: Investigate Your Competition	Competitor Summary Competitive Analysis
5	Chapter 10: How Your Customer Thinks Chapter 11: Step Two - Test The Need Appendix B: Select Your Target Market	Important Product Characteristics Customer Profile Concept Survey Concept Survey Results Target Market Selection

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6	Chapter 12: Step Three - Refine And Validate	Prototype Goals Checklist User Scenarios Prototype Interview Plan
7	Chapter 13: Patent Review Chapter 14: Self-Market Or License	Detailed Patent Search
8	Part Three: Development & Launch Chapter 15: Step Four – Plan it	Budget Allocation Launch Planning Distribution Planning Marketing Communications Tools
9	Chapter 16: Step Five – Develop it	Marketing Theme Package Design Packaging Elements Checklist Beta Test Planning Bill of Materials
10	Chapter 17: Step Six – Launch it Chapter 18: Post-Launch Progress Check	Product Launch Kit
11	Appendix C: The Market-Step Product Plan Appendix D: Product Math Appendix E: Funding Your Idea Appendix F: Business Startup	Product Plan Product Math Business Start-up Checklist
12	Review	Product Plan
13	Review	Product Plan
14	Presentations	
15	Presentations	

Product Idea to Product Success - Book

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<http://www.productcoach.com/product-idea-to-product-success/textbook.html>

Product Idea to Product Success - Invention Templates

ISBN: 0972552138

<http://www.productcoach.com/product-idea-to-product-success/book-templates.html>